Alan Ruthazer

UX / UI / PRODUCT DESIGNER / CREATIVE DIRECTOR

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OVERVIEW

I'm a multidisciplinary designer with over twenty years of experience creating strategy, concepts and design for some of the most respected brands in the world. Over that time, I have helped grow revenue for dozens of Fortune 500 companies as well as startups while mentoring and providing leadership for numerous teams. My career began by helping to build one of Adweek's Top 100 Interactive agencies. I later went on to found and grow Lightning Jar, a digital creative agency.

I believe in bold, mission driven design and the value of blending the occasional smoothie.

EXPERIENCE

Google - Led UX initiatives focused on helping to shape the next evolution of how ads are expressed within the core search product. Shaped new approaches to internationalization. Lead UX on Google Hotels site. Facilitated Google Ads UIX Summit. / 2021 - 2022

Vanguard - Led UX on project focused on increasing online engagement with high net worth customers through Vanguard's Personal Advisor Service. / 2021

Spotify - Led the agency creative team in the production of a series of multicultural digital tools that increased Spotify's world-wide ad revenue. / 2018 - 2020

BlueLine Rental - Led the creation of numerous online experiences that introduced e-commerce, cut the turn around time of sales quotes from one hour to five minutes, and transformed a five day credit approval to be processed instantaneously — leading to Blueline's $2.1 Billion acquisition. / 2016 - 2018

Thomson Reuters - Produced a documentary that was used to promote the international release of industry transforming legal software. / 2015 - 2016

MIT - Oversaw the design of a social media platform conceived by the Dalai Lama that encourages teenage users to share messages of positivity and inspiration. / 2014 - 2015

Amex - Directed the creation of philanthropic websites that promoted American Express' commitment to support the preservation of historic landmarks. These sites helped generate millions of dollars in charitable donations. / 2013 - 2014

Toyota - Headed the team that produced Toyota's digital sustainability initiatives through the creation of online and offline multi-channel campaigns. / 2011 - 20012

GE - Oversaw the design and development of a series of financial web applications that helped GE to promote customer fiscal responsibility. / 2010 - 2011

AGENCIES

HUGE - UX/Product Design Lead / 2021 - present
Lightning Jar - Executive Creative Director + Partner / 2016 - 2020
Pimcore USA - Launched North America office / 2014 - 2018
SiiTE Interactive - Creative Director + Founder / 2002 - 2016
Multimedia Solutions - Creative Director / 1999 - 2002

SKILLS

Design - Interface Design, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), Invision, Figma, Webflow
UX | UI - Prototyping, Wireframing, Personas, Journey Mapping, User Flows, Miro
Branding - Logo Design and Naming, Identity Systems (Invision DSM)
Animation - After Effects, Adobe Animate, Principle
Business Development - Leading Pitches, Writing Proposals and Contracts

EDUCATION

Syracuse University - Bachelor of Arts, English Textual Studies
School of Visual Arts - Advertising / Copywriting
General Assembly - Experience Design
The Wharton School - Marketing Certification

AFFILIATIONS

Interaction Design Association (IXDA)
Digital Agency Network (DAN)
The One Club for Creativity
American Institute of Graphic Arts (AIGA)
Future of Storytelling (FoST)
Invision Leader
Pimcore - Gold partner

AWARDS

Adobe | Esquire BDRM
Adobe | Vanity Fair
Adobe | GE Money: Choosing a Mortgage
Adobe | 30 Days of Fashion
Web Award for Outstanding Achievement | Time, Inc.

PUBLICATIONS

Contributing writer iMedia Connection
Web Design: Interactive & Games, Taschen - Vanity Fair VF Insider
Web Design: Interactive & Games, Taschen - GE Money: Choosing a Mortgage
Communication Arts - Design Annual
Design showcased in Wall Street Journal article